

**Representative Documents Produced by Affinion, Vertrue and Webloyalty
and cited in Staff Report For Chairman Rockefeller**

Part I

1. Email from Webloyalty employee to 1800Petmeds employee (Feb. 11, 2009) (Webloyalty Doc. 88550).
2. Webloyalty presentation "Revenue Continuum" (Webloyalty Doc. 27485).
3. Internal Vertrue e-mail (Jun. 23, 2009) (Vertrue Doc. 188778-84)
4. Internal Webloyalty e-mail (Oct. 21, 2008) (Webloyalty Doc. 89166-67).

Part II

5. E-mail from Priceline call center employee to Affinion employee (June 17, 2009) (Affinion Doc. AFSE 04-1653-60).
6. Internal Webloyalty E-mail from Senior Vice President for Business Development and Account Management to Richard Fernandes, Chief Executive Officer of Webloyalty, and other Webloyalty employees (Aug. 25, 2003) (Webloyalty Doc. 14019).
7. Internal 1-800-Flowers.com email (Nov. 7, 2007) (Affinion Doc. AFSC 5-3450-54).
8. E-mail from Webloyalty partner employee to Webloyalty employees (Feb. 6, 2008) (Webloyalty Doc. 95894-95).

DOCUMENT

#5

[REDACTED]
[REDACTED]
From: [REDACTED], [REDACTED]@priceline.com]
Sent: Wednesday, June 17, 2009 10:31 AM
To: [REDACTED], Client Customer Support
Subject: Great Fun Refund Requests
Attachments: Great Fun Tracker.xls

Please see the attached tracker with customer requests to cancel and refund all prior membership fees in full; please send confirmation when completed and the total amount that was refunded to each customer. The closed/completed escalations are highlighted in green.

Please accept my apologies for the sending the file late this week.

Thank you,

[REDACTED]
Operations Manager
Office [REDACTED]
Cell [REDACTED]
priceline.com

7/22/2009

2009 Affinion Great Fun Refund Request Log									
Date Sent	Customer Name	Case ID/Request	Phone Number	Billing Address	Complaint	Refund Amount	Date Closed Affinion	Date Closed	Status
4/29/2009	[REDACTED]	19282189	[REDACTED]	Bloomfield, NJ 07003	My checking was recently charged \$11.99 for a membership with Great Fun. I was told by them that by buying my airline ticket through Priceline on February 2, 2009, I signed up for membership. I did not sign anything and would like to know from you, what this is all about. Do you just sign people up for membership without their permission? I have requested cancellation and was given a cancellation no. I was further told that I am not entitled to a refund. This is a matter which I will endeavor to report to the Better Business Bureau. Please let me hear from you regarding this matter.	\$23.98	5/14/2009	5/18/09	Closed
4/29/2009	[REDACTED]	19284340	[REDACTED]	Portland, ME 04102	Just want to say I am so deeply disappointed with priceline that I will never use your services again and will advise every one I know and do business with to not use your services again...to day I was looking over my bank statement and found a charge on there from great fun prices when I called to see what they were they said they were affiliated with priceline. I do remember getting a message for a discount on my next car rental and specifically said NO to the ADDED CRAP YOU TRY TO PUSH ON PEOPLE...HELLO TO BE CHARGED BY YOU AND YOUR AFFILIATES IS FRAUD AND CONTACTED MY BANK AND FILED A DISPUTE AND WILL BE SEEING WHO ELSE SHOULD BE NOTIFIED FOR YOUR SHIFTY SCAMS... how can you do that to good customers who use your services its theft by fraud and deception...you people need to get your shit together...will be warning every one and will post it on my business sights too	\$11.99	5/14/2009	5/18/09	Closed
4/29/2009	[REDACTED]	19289497	[REDACTED]	Littleton, CO 80127	I'm very disturbed to learn that I was lead to inadvertently sign up for an \$11.99/month membership to some retail-scam company called Great Fun during a Jan 2, 2009 transaction on Priceline.com. Your affiliation with this organization cost me several months membership changes with no benefit what-so-ever. My only contact with that organization was by me when I saw their charges on my credit card but no membership package ever arrived as they claim. I previously have used priceline for travel booking but I doubt that I will use your service again and will be warning my friends and associates about this event.	\$38.97	5/14/2009	5/18/09	Closed
4/29/2009	[REDACTED]	19278837	[REDACTED]	Seattle, WA 98199	I made a hotel reservation priceline ref [REDACTED] and paid priceline with my credit card. I was then enabled by priceline that I could get a cashback I researched this and was agast to find it was a fraud that priceline had broken my trust and gave their partner site greatfun my card details so I was unknown to me a member of greatfun paying 11.99 per month I DID NOT give greatfun my card details to join. Priceline did not have my permission to disclose my card details. I wish to make a formal complaint, also please furnish me with details of your governing		4/28/2009		Open
4/29/2009	[REDACTED]	19287295	[REDACTED]	Flora, IL 62839	I booked a hotel room with you in March after I booked this room a website for family fun rewards popped up and I took a rebate offer from them. I had no idea that they would charge me every month for this service. I know that you are not responsible for this, but you should not be operating with such a shady company. I was very happy with the service you gave me except for your associate company, if you can help me with this problem I would be very appreciative. Thank you for your time. [REDACTED] Flora IL	\$11.99	5/14/2009	5/18/09	Closed
5/1/2009	[REDACTED]		[REDACTED]	Plymouth, MA 02360	A charge of \$11.99 has been made to my VISA credit card by TLG/GREATFUNS [REDACTED] APR Merchant Information: 800-239-8603 CT, for the past 16 months. I have no idea what this is and have never benefited from whatever it is. They got the VISA card number from you when I booked a room. Please so that they cancel this and credit \$181.84 to my VISA account.	\$191.84	5/8/2009	5/8/09	Closed
5/4/2009	[REDACTED]	19302372	[REDACTED]	Washington, DC 20017	While purchasing a ticket on your website, I was scanned by the company called Great Fun, who began to charge my credit card for \$12 every month until I noticed this morning and canceled my account with them. They said they got my information from you. Apparently a popup from your website registered me in their program, although my intention was just to close the window. This is unethical and possibly illegal and I intend to take every action possible to recover my money. I will never use Priceline again and I demand at least an explanation from you and a name and number who can address this issue	\$71.94	5/11/2009	5/11/09	Closed
5/4/2009	[REDACTED]	19306060	[REDACTED]	Bradenton, FL 34208	I used your site for car rentals when I travel. I discovered this weekend that a company called Great Fun has been charging my credit card monthly since October 2008. The company relates that this membership was somehow attached to my activity on this site. The company did nothing for me except bill my credit card. I have reported this to american express and will notify the better business bureau. Also, I will no longer use your site due to compromise of my credit card information and violation of my privacy. [REDACTED]	\$47.96	5/11/2009	5/11/09	Closed

5/4/2009	11469570261	[REDACTED]	[REDACTED] Somerset, FL 32776	When I was making reservation a GreatFun screen came up with offer for 18% back. I filled out and submitted but never gave them my card#. If I knew there would be any kind of charge to me I would never have filled out registration. This program is very deceptive!! You gave them my card number because there was no card number request on there form. That is the only reason I filled out the form. I have disputed the Charge from GreatFun with my credit card company and will call Great Fun Monday when there office is open to cancel the "program" I was scammed into. I thought Priceline was a service that I could trust. I'm filing second thoughts. I would like the GreatFun charge credited.	\$11.99	5/4/2009	5/11/09	Closed
5/4/2009	13307072	[REDACTED]	[REDACTED] Pittsburgh, PA, 15237	I purchased an airline ticket through your website on May 4, 2009 New Haven, CT for a business trip. I have used your service previously without a problem. This time around, however, both on the confirmation page and in the confirmation e-mail received from your company there was a misleading advertisement that said I could claim 10% cash back on my purchase from one of your marketing partners-I still retain proof of this in my e-mail inbox. Unfortunately, I clicked on the link to check it out and was redirected to the greatfunsite.com where I was asked to sign up for a membership with them. Upon seeing this, I immediately left the website without entering any information. I had since forgotten about it until recently when I received, via mail, a GreatFun membership card. I promptly shredded it without using it. I had a nagging suspicion they had gotten my information from your website but I once again put it into the back of my mind. Today I checked my bank account and I found an unauthorized credit card charge from their company in the amount of \$11.99. Upon further research, I discovered that they had also obtained information to be sent to third party members without the user's consent and turn a blind eye to them being scammed. I am never going to purchase a plane ticket	\$23.99	5/11/2009	5/11/09	Closed
5/4/2009	19304673	[REDACTED]	[REDACTED] Weslington, FL 33414	TLG/GREATFUN PR 800-290-8503 CT - I am very frustrated to learn that Priceline participates in scams over the internet. I had a bit of confidence in the service provided by this website and I have had very good experiences in the past with your service. I just learned today that I have been charged from the above scam company for over 10 months and that the "membership" was initiated when I bought a hotel from Priceline. I understand that this type of "service" is intended for stupid people like me that do not check their monthly statements. I don't usually check it because I only use reliable sources to make my purchases. Can you please explain to me how this happened?	\$263.78	5/11/2009	5/11/09	Closed
5/6/2009	53887967112	[REDACTED]	[REDACTED] Corpus Christi, TX US 78414	Somewhere, during my last visit to priceline.com I was surreptitiously enrolled in a program called Great Fun.com. I never authorized any withdrawal from my bank account and I can only assume that information was given to them as a partner when I changed my airline tickets on your website. I recently noticed for the last several months my bank account has been charged a monthly fee that I never authorized. I suggest you re-book your relationship with this shady operation. You can rest assured that neither I nor any of my friends and family will ever do business with your company again. Thank you	\$131.89	5/6/2009	5/21/09	Closed

5/6/2009	[REDACTED]	54154702101	[REDACTED]	Colorado Springs, CO, US, 80920	[REDACTED]	I noticed Great Fun charges on my credit card account but do not remember authorizing this charges. I also noticed that my credit card information was stored in my profile information which I just deleted yesterday which I don't recall seeing either. I do not remember signing up for Great Fun information and I am requesting a refund back to my credit card starting January 09-Apr 09 with a total amount of approximately \$47.98. I DO NOT AUTHORIZE this charges. Please email or call me back at [REDACTED] if you have any questions. Thanks!	\$59.95	5/14/2009	5/21/09	Closed
5/8/2009	[REDACTED]	11651553293	[REDACTED]	Buff City, TN 37618	[REDACTED]	I used your site to buy tickets last year. Some one in your organization decided to give my Credit Card info to FUN TIMES who was charging me 12.00 dollars a month. I did not authorize any such use of my card. This is wrong and I will turn this in to the State attorney General, and contact the better Buss. Burn. I will never use your site again and will alert all my soldier friends not to use your site.	\$59.95	5/20/2009	5/21/09	Closed
5/8/2009	[REDACTED]	58740726112	[REDACTED]	Scottsdale, AZ, 85254	[REDACTED]	Letter sent unavailable. Sent to corporate offices	\$107.91	4/24/2009	5/21/09	Closed
5/8/2009	[REDACTED]	61564411188	[REDACTED]	Henderson, NV, US, 89052	[REDACTED]	[REDACTED] said that we took his card and gave it to an unauthorized third party (don't say who but probably Great Fun). If we don't rectify this he will file suit.	Member was not billed	5/8/2009	5/21/09	Closed
5/11/2009	[REDACTED]	59880551101	[REDACTED]	Janeau, AK 99801	[REDACTED]	Recently I used your service for the first time about 2 months ago and unwittingly signed up for two services on one service pop up window listing Priceline was a responsible company and wouldn't scam people just to find out I was and ended up getting charged for two products/services I did not want nor did I request. Yes your service was beneficial but not at the price I had to pay when getting charged unknowingly for two services. I will not use your service any longer and will make sure I tell everyone about my poor service and my poor experience with your company.	\$35.97	5/18/2009	5/21/09	Closed
5/15/2009	[REDACTED]	58676143183	[REDACTED]	Cranberry Twp, PA, 16066	[REDACTED]	A few months ago, I purchased tickets through priceline. I was not aware that in the process of purchasing the tickets I was somehow enrolled in an organization called GREAT FUN. I feel that this happened very deceitfully. I just wanted you to know that this will be a consideration in the future.	\$47.96	5/20/2009	5/21/09	Closed
5/15/2009	[REDACTED]	59543517401	[REDACTED]	Fox Lake, IL 60020 United States	[REDACTED]	My credit (debit) card was charged \$11.99 by TLG Great Fun without any authorization. I called the number and they informed me that priceline provided them with card number. Since this is a debit card the money was taken right out of my checking, and cannot be refunded for 7 days. This is very inconvenient considering I only have a \$100.00 to survive on for two weeks and cannot afford to have money taken out of my account without my knowledge. I will never do business with priceline again. Tricking people with hidden fees, giving out debit card numbers to other companies...poor business and very shady.	\$11.99	5/12/2009	5/21/09	Closed
5/15/2009	[REDACTED]	52103144112	[REDACTED]	Greensboro, NC, US, 27409	[REDACTED]	I too have fallen victim to this fraudulent company who stole my Credit Card Number, but they're charging me \$11.99 at random... 2 charges last month. They are using Priceline to steal your CC. Priceline please refund me \$23.98 Should your intention(s) are to keep my business.	\$59.95	5/20/2009	5/21/09	Closed

5/15/2009	6064021712	[REDACTED]	TX 78248 United States	Please let me express my great dissatisfaction with Priceline recently. My husband and I use Priceline ALL the time to book travel, as you can see from my profile history. Recently, I noticed a deduction from my checking account/debit card in the amount of \$11.99. I called to see what it was and the place, "Shoppers Advantage" indicated I had "clicked" on something on Priceline and thus "agreed" for a membership with them. I was livid as I did not do this - I never click on anything like this. Fortunately, I was able to get the \$11.99 credited to my account. However, today I discovered yet another outfit - "Great Fun" had deducted the same amount - \$11.99! I called and AGAIN they claim I "clicked and agreed" to something on Priceline. I am very disappointed because I would like to continue to use Priceline but refuse to do so if you are hooked up with scams such as these. I find it absolutely maddening that I have to spend time on the phone with my bank and with these "fake" memberships to even get my money back. And - I don't know how long this will continue! This is 3 calls in less than a week to straighten out 2 bogus transactions. What can you tell me about these schemes? Please advise ASAP. Thank you. I am a loyal customer and would appreciate an explanation. I don't want any further unauthorized	\$11.99	5/13/2009	5/21/09	Closed
5/15/2009	57235140101	[REDACTED]	Annapolis, MD, US, 21401	Recently while reviewing my online bank statement, I found charges from "TLG GREATFUN" dating back to last summer. Apparently, ever since a priceline transaction from July of last year they have been billing me. I have bought several plane tickets from your website, but from now on I will use other sites that don't participate in deceptive practices. I said you were rotten and disreputable. You charged my checking account for 11.99 for "something I clearly did not order and you have probably scammed 100's of people with this same scam. I will never order another airline flight from you and I have already contacted AIRTRAV. You are liars and have proven that you cannot be trusted. Any company that needs money that badly and charges customers that have trusted them to book a flight are the lowest of filthoms. You can take your offers and shove them because you don't even know that you order them and get charged for them. Your e-mails were intrusive when I got them after I booked the flight but I did not know they would also be scams. You can't trust priceline ever and I have told everyone I know. It is not the 12.00 but it is your dishonesty. I know I will get a dozen e-mails from your junk company and you will probably send my address to every other disreputable company that you are friends with but go ahead...I will just report you as phishing scams. Hate you I hate the fact that you have my debit card number and am going to change it immediately. Try it	\$107.91	5/20/2009	5/21/09	Closed
5/15/2009	59061632101	[REDACTED]	Zanesville, OH, US, 43701	I recently purchased tickets from you and was unknowingly signed up for a discount membership service with Travelant. This seems to be a common occurrence with your company. There are several complaints online, but no one seems to do anything about it. Your company abused my trust and I will never purchase tickets from Priceline again. Below you'll find links expediting the scam. I hope this is something you can fix in the future. http://www.rpofreport.com/reports/0596Rfp040308008.htm http://www.consumeraffairs.com/scam_alerts/Travelant_Complaints.html	\$11.99	5/13/2009	5/21/09	Closed
5/22/2009	58837060101	[REDACTED]	Tequesta, FL, US, 33468	My credit card information was given without my permission to Great Fun and I have been illegally charged a subscription fee I DID NOT authorize. I request someone contact me via telephone to discuss how to not let this happen. You DO NOT have my permission to share ANY of my private information whatsoever anywhere, anyhow, with no one.	23.98	6/12/2009	6/13/2009	Closed
5/22/2009	61603132112	[REDACTED]	Combined Locks, WI 54113 United States	Hi, I just noticed a recurring monthly charge of \$11.99 on my VISA bill for "TLG GREATFUN" May. I called the 800 number referenced and cancelled (code R0409). I have no idea how this charge got on my VISA or what it is for. I certainly didn't get anything from it. They said it was through something I did on Priceline. Are you guys in on this? Is this part of a scam? Is Priceline an accessory to the fraud? I feel like I've been tricked and robbed. Thank you. Best regards, Jim	23.98	5/28/2009	6/5/2009	Closed
5/22/2009	12559384250	[REDACTED]	Washington, DC 20016 United States		83.93	6/2/2009	6/5/2009	Closed

5/22/2009	[REDACTED]	68564166162	[REDACTED]	Las Vegas, NV, US, 89121	I am soo disgusted on how this scam works! We as your customers trust in this site, in this company, and you scam tell TLG Great Fun blames you, I just got off the phone with them, I NEVER provided them with my credit card information, and you did, so that they can charge whatever they want on my account for the past 3 months. If this is false, I will have them go to yahoo to check out the company, to find millions of reviews of other people who have been scammed, and have no idea why? This is so unfair, and unprofessional for priceLine as a company. This is asking for a lawsuit. I need some answers and this is bad for priceLine, I would suggest you departing from TLG Great Fun because it is ruining your reputation!!!!	35.07	6/1/2009	6/5/2009	Closed
5/22/2009	[REDACTED]	12202468357	[REDACTED]	Paraskeas, OH 43062 United States	Thanks to your own horrible customer service I will use another site for booking my trips from now on! I booked one hotel through you guys, and have been paying for it for months. You guys gave my information to TLG Great Fun and they have been stealing money from my account since then. I have been overdrawn so many times because of this. How do I know it was you who gave my information? Simple... it has been the only thing I have bought online plus they told me. Because of all this I will never use your site again. I will tell all my friends and family what I have had to go through so they don't use your site. I will probably even post a title on the net just to make sure other people do not get scammed.	47.96	6/1/2009	6/5/2009	Closed
5/22/2009	[REDACTED]	61421755163	[REDACTED]	Essex, IL 60935	I am willing to inquire if you share information with TLG Great Fun? They are making unauthorized charges to the credit card used on your web site. The charges have been reported as fraud and the account will be closed if necessary. If your company is the source of information used in this fraud, be assured your services will no longer be used, as well as a campaign for others to boycott your services. I would hope that future legal action will not be necessary.	11.99	5/25/2009	6/5/2009	Closed
5/28/2009	[REDACTED]	62118212158	[REDACTED]	Fort Myers, FL, US, 33908	I do not feel PriceLine should be affiliated with this SCAM!!!	No refund (no membership)	6/1/2009		Open
5/28/2009	[REDACTED]	59678795101	[REDACTED]	Jupiter, FL 33408 United States	I would like to know if TLG Great Fun Co., took my info & fraudulently after I got a hotel from your site, are they a part of your site or they actually just scanned me into signing up fraudulently with their company that I never agreed to? Belt and Switch? I would like to continue to use PriceLine in the future and hope that you do not continue to use TLG Great Fun along with your site? Can you honestly tell me that you do not use TLG Great Fun? They told me I signed up with them using PriceLine, which I never agreed to! Thanks for your time	191.84	6/8/2009	6/12/2009	Closed
5/29/2009	[REDACTED]	5077412101	[REDACTED]	Elmhurst, NY, US, 11378	I am very upset with priceLine because you shared my information with the greatunite.com and they charged my account every month. I called them and asked how did they get my account number? They said that I used my account for paying my online tickets and they said if I used PRICELINE.COM they will offer the first month free and charged me for the second month. But I never sign up for anything if I purchased my tickets. I tried to call you guys didn't have the LINE OPERATOR. Please don't share my information with anybody else! I read on the agreement that you never share any information with anybody else but WHY DID YOU LIE on this agreement. Thanks to make another company charge my account.	11.99	5/28/2009	6/12/2009	Closed
5/29/2009	[REDACTED]	59902892101	[REDACTED]	Jacksonville, AR, US, 71076	I ordered tickets thru PriceLine in April. I just found a charge to my account for \$11.99 from TON Great Fun, when I looked up the company I found pages of complaints about this company. I am taking the information from people when they book tickets thru priceLine and signing them up for who knows what and charging there account. I want to know what is going on and how they are able to take my credit card information from you. I have had to put my account on hold and wait for a new card because of this. What is going on... if this is what is going to happen I will not be booking thru you again. What can you do to help me?	11.99	5/30/2009	6/12/2009	Closed
6/9/2009	[REDACTED]	52922343168	[REDACTED]	Granton, MA 01519 United States	Senior Vice President escalation.	95.92	6/12/2009	6/12/2009	Closed

6/17/2009	[REDACTED]	69065009102	[REDACTED]	[REDACTED] WI, US, 53110	This is a formal request to have my services discontinued with this company. Through 1 ticket purchase, I was misled to signing up for a recurring bill of \$11.99 from a company called TLG Great Fun. I want my account purged and further e-mailings to cease.	Open
6/17/2009	[REDACTED]	58783891101	[REDACTED]	[REDACTED] Pleasant Prairie, WI, US, 53158	Just to let you know you guys are crushing your business by being connected to The TLG Great Fun. You have scammed so many people. I will no longer use your services, neither will anyone I know. In addition, there are many sites attributed to the complaints of this service and it is being linked to your pipeline. I don't know how you guys gave them my info by one click of the mouse, but it's incredibly wrong and cruel. Just Google by Great Fun, see what pops up. You will see your name connected to this scam. I hope you get lots of money from that scam because you will be losing more in sales now. You guys are sad. I say at least 2-3 times a year and so does my significant other, being that we are separated for long periods of time in the year. Now we will not even consider your services. I booked a rental car reservation through Priceline and was misled by your affiliate GreatFun.com. Priceline provided my credit card number to GreatFun.com and I've been billed \$11.99 per month for three months. You must warn your customers that you are providing their sensitive credit card information without authorization to your affiliate GreatFun.com. This is misleading and underhanded.	Open
6/17/2009	[REDACTED]	12723918357	[REDACTED]	[REDACTED] Framingham, MA 01701		Open

DOCUMENT

#6

[REDACTED]
From: [REDACTED]
Sent: Monday, August 25, 2003 8:00 PM
To: [REDACTED] Fernandes, Rick; [REDACTED]
Subject: input from sales team re conservative testing - you asked...
Importance: High

What clients tell us...

1. Pre-bill notification is buried in pre-bill email. Make it more upfront.
2. Special Reward is perceived as misleading. It's not a reward its an obligation. Test special offer.
4. The segue "Congratulations, Thank you for your purchase" is misleading. Sounds like its a thank you from client and its not, its an offer from WL.
5. Continue button is misleading - customer does not have to continue.
6. Yes button is misleading, should say enroll, sign up, etc.
7. Language about data pass is buried. Customers are unaware their data is being passed.
8. Trial and price point is buried - its clear you get 30 days free, but not clear you'll be automatically renewed if you dont cancel. And then the fee is buried too.

That is all.
[REDACTED]

[REDACTED]
Senior Vice President,
Business Development & Account Management
webloyalty.com
1793 Union Street, 2nd Floor
San Francisco, CA 94123
[REDACTED]

www.reservationrewards.com : www.travelvaluesplus.com :
www.buyerassurance.com : www.pcprotectionplus.com :

"We create subscription services that generate incremental revenue streams to complement your current ecommerce strategy."

DOCUMENT

#7

[REDACTED]
From: [REDACTED]
Sent: Thursday, November 08, 2007 2:10 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: LiveWell - suggested banner creatives for 18F

Why can't anyone leave well enough alone??? Tell the to stick to selling flowers and popcorn and leave the marketing to us :))

Seriously, what is the motivation behind this? Do they have customer noise issues or are they just anticipating? Because I agree they are all horrible. Is this a have to test? have to roll to? or what do we think?

-----Original Message-----

From: [REDACTED]
Sent: Thursday, November 08, 2007 2:07 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: LiveWell - suggested banner creatives for 18F

Friends,

See attached. Interested in quantification on the impact of changing our banners in line with the suggestion here. I know they are all horrible.

[REDACTED]

[REDACTED]
Affinion Internet Group
Phone: [REDACTED]
Fax: [REDACTED]
E-mail: [REDACTED]@affiniogroup.com

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]@1800flowers.com]
Sent: Thursday, November 08, 2007 1:14 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: LiveWell - suggested banner creatives for 18F

For our discussion based on 18F web marketing team feedback. Thanks, JEV

[REDACTED]
1-800-Flowers.com, Inc.
7021 Wolftown-Hood Road
Madison, VA 22727
Tel. [REDACTED]
Fax [REDACTED]
email: [REDACTED]

-----Original Message-----

From: [REDACTED]
Sent: Wednesday, November 07, 2007 5:37 PM

1223

To: [REDACTED]
Cc: [REDACTED]
Subject: RE: LiveWell

The attached presents six options....

-----Original Message-----

From: [REDACTED]
Sent: Wednesday, November 07, 2007 5:32 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: LiveWell

[REDACTED], please send [REDACTED] and I the 3 options?

Sent from my BlackBerry Wireless Device

----- Original Message -----

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Sent: Wed Nov 07 17:29:23 2007
Subject: RE: LiveWell

I suggest that we price out different options rather than presenting a single option.

-----Original Message-----

From: [REDACTED]
Sent: Wednesday, November 07, 2007 5:26 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: LiveWell

Thanks [REDACTED]

[REDACTED] see below and share with [REDACTED] at affinion for thoughts on how to improve and better clarify to customers

Sent from my BlackBerry Wireless Device

----- Original Message -----

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Sent: Wed Nov 07 17:22:58 2007
Subject: RE: LiveWell

More comments from just this past month. Other than shipping prices, this is by far the most vocal I have seen customers in BizRate. :(

You offer a 20 dollar cash back on this purchase by subscribing to something and then having to call a toll free number to cancel however you dont provide this toll free number to call and cancel the service. I find this fraudulent. To avoid an \$11.99 membership that I wouldn't know how to get rid of I'm not even bothering getting my 20 dollar cash back.

great experience overall. My ONLY complaint is that I hate it when a company offers a cash back incentive and when you pursue it you must buy or try another product or service.. Left a bad taste in my mouth. Please don't do that any more!

Drop the sleazy cash back scam. It's an immediate turn-off and will likely preclude me from doing business on this site again in the near future.

I was disappointed with the \$20 cash back offer being contingent on enrollment in a program in which you would provide my personal information to a 3rd party. Now that I am aware of that possibility it is unlikely that I will do business with 1-800-flowers again. I have been a satisfied customer until this time.

Please do not offer cash back - when you have to purchase something in the end!!!!

Shipping prices way too high and at the end of the process to complete order there was a 'click here to claim your \$15.00 cash back' When I clicked it was a promo for some 3rd party product to try for 30 days and had an \$20.00 claim your cash - quite discouraging when one thought it as a bona fide 1800 flowers offer - deceiving!!!!

From: [REDACTED]
Sent: Wednesday, November 07, 2007 5:06 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: LiveWell

[REDACTED]

I hate to be the bearer of bad news, but from a customer experience perspective, I am very troubled by something I'm seeing very loud and clear in BizRate reports recently. These are some actual comments from customers just from the last three weeks. As you know, for every one who complains vociferously, there are dozens, even hundreds that do not.

I know that our relationship with Affinion is a huge boost to our revenue; on the other hand, I am gravely concerned that for every dollar we get from LiveWell, we may be trading off many more dollars in angry and lost customers. As you know, the cost to acquire a lost customer is many, many times more than the cost to get a new one.

I wouldn't suggest mothballing the program, especially since it is so lucrative. On the other hand, can we at least make the "Cash Back" text a lot more clear that they can get \$15 back IF they sign up for LiveWell?

The text that is there now, which customers find misleading, is:

Your purchase is complete.
Click here to claim \$15.00 Cash Back on this purchase!

We could deflect much of the poor customer experience by simply changing it to something like:

Your purchase is complete.
Click here to join the LiveWell savings program, and get \$15.00 Cash Back on this purchase!

If we don't take steps to rectify this, I fear it will continue to have a huge negative impact on the customer experience--we have enough other issues with the customer experience to fix, and I am looking for ways to stop the bleeding. So I need to raise a major red flag here.

cc:ing Joan to see if she is hearing anything from the call center.

What are our options to fix this?

Thanks,
[REDACTED]

>> I DO NOT APPRECIATE THE TRAP ON YOUR 1 800 FLOWERS. GET 15.00 OF YOUR

1225

>> PURCHASE. ----- LIVEWELL.NET. PUSH A BUTTON AND YOUR ARE ENROLLED
>> AND AUTOMATICLY CHARGED A MO. FEE. GEE THANKS FOR THE TROUBLE THIS
>> HAS CAUSED ME. I WILL NEVER ORDER FROM 1 800 FLOWERS AGAIN. MRS.
>> CERIO

>> I registered for the Livewell program without realizing that I was
>> going to be charged \$12/month for a service that I don't want. I
>> called them to cancel and they told me I couldn't cancel it seeing as
>> though I hadn't registered for 48 hours. I should not have to on
>> multiple occasions call to refuse a service I don't want and I think
>> it's a detriment to 1800FLOWERS and their business practices being
>> that 1800FLOWERS is a reputable source for inexpensive gifts that
>> they be associated with a scam like this. If I am charged a single
>> cent for any services that I thought was a complimentary service only
>> to find out that it has to be called and cancelled especially when I
>> attempted to do just that and was refused I will NEVER shop with
>> 1800FLOWERS again. I will also tell my wife who is responsible for
>> shipping flowers with her company (about 35 times a year) and uses
>> 1800FLOWERS exclusively to stop using the service as well. I am not
>> happy with the scamming that's happened. Scott Davis

>> Just like the previous order I was offered a chance to save
>> additional money by signing up for LiveWell. I never received any
>> rebate from LiveWell and had a difficult time cancelling LiveWell. I
>> have reported LiveWell to my state's attorney general and am
>> considering reporting 1-800-flowers.com also due to their association
>> with LiveWell. To say that I'm disappointed and upset would be an
>> underestimate.

>> I did not like the intrapment technic below Your purchase is
>> complete. Click here to claim \$15.00 Cash Back on this purchase! &
>> Thank you for completing your survey. As a Special Thank You the
>> first year of up to 4 magazines is already paid for. Choose from your
>> favorite interests including Sports Entertainment Beauty and more all
>> with the benefits of automatic renewal. This \$100.00 value is yours
>> for completing this review. Plus you'll have a chance to enter our
>> Daily Cash Giveaway to win up to \$25 today! Click 'submit' below to
>> enter now and claim your selections. Thank you for shopping at
>> 1-800-Flowers.com we look forward to your return visits! This led me
>> to sign up for something I did not want and now I have to go through
>> the process of of cancelling. If I get push back on cancelling the
>> www.LiveWell.net services I will never do business with
>> 1-800-Flowers.com again

>> I was given a \$15.00 gift certificate that I expected to be taken off
>> my bill with this purchase. I don't want to receive anything from
>> Livewell. They continue to charge you until you go to grea lenghts to
>> inform them that you want to cancel. So what happens to my gift
>> certificate if I don't sign up for Livewell. What a rip-off. I'd like
>> my \$15.00s to be taken of my bill period.

>> I am furious!!!! with 1800flowers.com. They Basically tricked me
>> with the \$20.00 cash back advertising that signed me up with the LIVE
>> WELL company who has access to my personal information including my
>> credit card. When I called them they gave me the LIVEWELL company
>> 1-800 number which was closed. This seems to be almost a FRAUD they
>> are doing and 1-800-FLOWERS HAS LOST ME AS A CLIENT

>> I couldn't complete the e-mail gift form. Also I thought the refund for
>> the Livewell ad was immediate. I signed up & was very disappointed to
>> see it wasn't. That's the only reason I signed up.

>> I believe the process was comfortable for me to make the choice for
>> the gift I selected. It was a little too long to complete the
>> purchases and I was somewhat misled when at the end I thought I was
>> being offered a coupon for \$20 dollars instead it seems I joined
>> "liveWell" sight. Now I have to call to cancel this and it
>> is upsetting me. I just wanted to order the gifts from you. What is
>> this all about anyway?

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DOCUMENT

#8

From: [REDACTED] [REDACTED]@webloyalty.com]
Sent: Wednesday, February 06, 2008 3:06 PM
To: [REDACTED]
Subject: FW: [REDACTED]

G-

Reason I wanted [REDACTED] there on this one, let's be sure this trip isn't treated lightly.... :-)

I am booked for Feb 26 and 27.

I have a meeting with [REDACTED] on SPAM issue on 20th- going to need a good amount of ammo, not just pens and free tickets- ;)

thx

[REDACTED]

From: [REDACTED] [mailto:[REDACTED]]
Sent: Wednesday, February 06, 2008 2:49 PM
To: [REDACTED]
Subject: [REDACTED]

Hi [REDACTED],

This morning our management team had an extensive conversation about the Webloyalty program. We're all still very concerned about the negative impact we are experiencing to our reputation online. And, we continue to get enough angry callers that our call center manager, [REDACTED] has to personally field about 3 of the angriest callers a week. (we estimate that if [REDACTED] is getting 3 our call center is getting 15 and your team is probably getting 75 or more per week)

In addition, Webloyalty has been unwilling to share with us any data that would help us to understand how our customers are using the program - or whether they are. This makes it confoundedly difficult to have internal discussions about the program, it's benefits and shortfalls.

We have decided to do a few things in an effort to reduce some of the negative effects:

1. We would like to keep the large "No Thanks" button that you

have been testing for us. We think it's significant that 6% of the would-be subscribers choose not to enroll simply because we've made this option clearer.

2. We're going to begin surveying our customers to learn more about what they think of the offer in the first place, why they sign up for the service, what benefits they receive from it, and whether they have experienced any negative consequences to signing up - or cancelling.

3. After a few months of surveying we are going to meet again as a team to decide the next steps.

Finally, [REDACTED] believes something has changed in the way your call center handles cancellations/refunds. She said customers are complaining more that they couldn't get a refund unless someone from [REDACTED] specifically requests it. In the past our customers would get a refund if they called and requested it. Now, [REDACTED] says customers are telling her that your reps are saying they can't get a refund, and then [REDACTED] has to intervene on their behalf. Can you please comment on this?

To be quite candid, [REDACTED], we don't have a clue how our customers feel about this program. Maybe 99% of them love it and 1% complain. Maybe 99% hate it but only 1% complain. Our hope is that these steps will improve the program reception without dramatically hindering intentional sign-ups.

Sincerely,

[REDACTED]

--bcc [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]